

MARKETING and SALES / IDEAS & TIPS:

1. Segment your audience – this is the start of you doing many small things well!
Because you want a successful content strategy to market your solution...
You'll want to be focused on smart ways for:

Targeted messages, content. and programs that will attract engagement.
Giving you faster results for conversion and higher ROI.
Segmenting your audience by:

Customer behavior
Platforms they're on
Demographics
Industry

2. Targeting

Target those people who like your posts.

Who are they?
How do they spend a regular day?
What are their needs and wants?
What are their pain points that will be corresponding to the content you'll share?
Why would they care about your brand
It's your content messaging strategy that needs to grab their attention.

3. Positioning

Positioning is your crusade for territory in your customers' hearts and minds.

It's how you make yourself more attractive than your competitors.
market-your-solutionEven better...

How you make your competitors become non-existent in your audience's mind is through
your own voice in content marketing.

Share what people need to hear that's not being said!

I read that at the beginning of his book Zero to One, Paypal co-founder and initial
Facebook investor Peter Thiel said there is one question that he asks all of the
start-up founders he interviews:

"What do you believe to be true that most people do not?"

Revolutionary things can happen when you know how to focus on small things being put
together to energize your content and stand out in your ideal niche that will
benefit from your solutions.

Your ideal customer is the one who is looking for that benefit from your solution.

And when you offer something and when you appeal with your own type of different? Well, you'll attract the ones you want as customers in order to build your own niche and minimize competition. That's a WOW Factor!

And how do you market your solution as a benefit?

You implement solution selling! Explain or illustrate how your solution will work for your niche and the benefits that it will create.

Striking a balance between tapping into marketing without losing the pieces of the business model we already know:

Your value proposition is a great place to start. What did you promise to deliver, and what kinds of activities must you keep doing to deliver that promise?

Customer relationships are crucial. What key activities are paramount to maintaining those relationships?

Based on the channels we evaluated, what are some key activities for each?

We know we can't do business alone. Are there any pieces you absolutely need to keep those relationships with key partners alive and well?

Take a look at your revenue streams, what do you need to keep those working and open?

What about your customer segments - are there specific things you'll need to do in order to keep them happy (aside from providing the value you promised?)

Business development - building relationships with partners. These could be supply chain management partners, or a single person who might refer you business in the future.

Market research - learning about customers motivations, problems, and your potential competitors. You'll also want to know if your business and industry are predicted to move in an upward or downward trend over the next few years.

Sales - going out and finding customers. Making sure you follow up with potential clients every few weeks to stay top of mind. This has helped me get quite a few of my customers in the past. I was the only one who bothered to follow up!

Marketing - creating buzz around your brand and product - whether it's through content creation, paid advertising, or other distribution channels.

Product Development - this can include optimization of the production process, software development, building out a new product and services to meet your customers needs, etc.

Here are some examples of my key activities:

- Ask for referrals (this is my number one lead generation machine at this point)
- Giving gifts to other entrepreneurs who send referrals my way
- Networking and going to conferences – this checks the box of improving my skills and meeting people who can refer clients
- Communication with clients – trying my best to make sure they understand every step of the process
- Improving the onboarding process to create a better experience and save time later
- Staying on top of marketing trends and testing new channels to improve my service
- Getting training and certifications (similar to above but more formal).